WHAT IS CLAIMED IS:

1. A method of facilitating consumption of a consumable item, comprising:

receiving a request for an executable consumption program, the request being received from a device associated with a consumption of the consumable item; and

arranging for the device to receive the executable consumption program.

2. The method of claim 1, wherein said arranging comprises:

transmitting the executable consumption program to the device.

3. The method of claim 2, further comprising:

based on said transmitting, arranging for an exchange of payment with at least one of: (i) a customer, (ii) a provider, and (iii) a third party.

4. The method of claim 3, wherein the exchange of payment is performed via a payment identifier, the payment identifier being further associated with a payment in exchange for the consumable item.

5. The method of claim 2, wherein at least one of said receiving and said transmitting are performed via at least one of: (i) a wireless device, (ii) a Bluetooth device, (iii) a communication port, (iv) a storage device, (v) an optical device, (vi) a magnetic device, and (vii) a device adapted to detect a material.

6. The method of claim 2, wherein said receiving and transmitting are performed by one of: (i) the consumable item, (ii) a device associated with dispensing the consumable item, (iii) a package containing the consumable item, (iv) a medium storing

4   the consumable item, (v) a device attached to the consumable item, (vi) a device

5   incorporated within the consumable item, and (vii) a device located in proximity with the

6   consumable item.

1   7. The method of claim 1, wherein the request includes at least one of: (i) a

2   requesting device identifier, (ii) a customer identifier, (iii) a consumable item provider

3   identifier, (iv) a third party identifier, (v) a requested executable consumption program

4   identifier, (vi) a current executable consumption program identifier, (vii) a payment

5   identifier, and (viii) a consumable item identifier.

1   8. The method of claim 1, wherein the consumable item comprises at least one

2   of: (i) fuel, (ii) bandwidth, (iii) entertainment information, (iv) executable information,

3   (v) food, (vi) paper, (vii) electricity, and (viii) information storage capacity.

1   9. The method of claim 1, wherein the device comprises one of: (i) a device

2   adapted to control a consumption of the consumable item, (ii) a device that consumes the

3   consumable item, (iii) a device powered by the consumable item, (iv) a vehicle, (v) a

4   device adapted to transform the consumable item, (vi) a medium for storing the

5   consumable item, and (vii) a processor for executing or translating the consumable item.

1   10. The method of claim 1, wherein the executable consumption program is

2   adapted to improve a consumption of the consumable item.

1   11. The method of claim 1, further comprising:

2   selecting the executable consumption program based on at least one of: (i)

3   information received from the device, (ii) information associated with the consumable

4   item, and (iii) an ambient condition.

1   12. The method of claim 1, further comprising:

2   adjusting the executable consumption program based on at least one of: (i)

3   information received from the device, (ii) information associated with the consumable

4   item, and (iii) an ambient condition.

1   13. The method of claim 1, further comprising:

2   dispensing the consumable item.

1   14. The method of claim 1, further comprising:

2   verifying that the device is authorized to receive the executable consumption

3   program.

1   15. An apparatus, comprising:

2   a processor; and

3   a storage device in communication with said processor and storing instructions

4   adapted to be executed by said processor to:

5   receive a request for an executable consumption program, the request

6   being received from a device associated with a consumption of a consumable

7   item; and

8   transmit the executable consumption program to the device.

1   16. The apparatus of claim 15, wherein said storage device further stores at least

2   one of: (i) an executable consumption program database, (ii) an executable consumption

3   program rule database, and (iii) a transaction database.

1   17. The apparatus of claim 15, further comprising:

2   a communication device coupled to said processor and adapted to communicate

3 with at least one of: (i) a remote information device, (ii) a device adapted to control a

4 consumption of the consumable item, (iii) a device that consumes the consumable item,

5 (iv) a device powered by the consumable item, (v) a vehicle, (vi) a device adapted to

6 transform the consumable item, (vii) a medium for storing the consumable item, (viii) a

7 processor for executing or translating the consumable item, and (ix) a payment device.

1   18. A medium storing instructions adapted to be executed by a processor to

2 perform a method of facilitating consumption of a consumable item, said method

3 comprising:

4   receiving a request for an executable consumption program, the request being

5 received from a device associated with a consumption of the consumable item; and

6   transmitting the executable consumption program to the device.

1   19. A method of facilitating consumption of a consumable item, comprising:

2   transmitting an executable consumption program request to a device associated

3 with the consumable item; and

4   receiving the executable consumption program.

1   20. The method of claim 19, wherein said transmitting and receiving are

2 performed by one of: (i) a device adapted to control a consumption of the consumable

3 item, (ii) a device that consumes the consumable item, (iii) a device powered by the

4 consumable item, (iv) a vehicle, (v) a device adapted to transform the consumable item,

5 (vi) a medium for storing the consumable item, and (vii) a processor for executing or

6 translating the consumable item.

1   21. The method of claim 19, wherein the device comprises one of: (i) the

2   consumable item, (ii) a device associated with dispensing the consumable item, (iii) a

3   package containing the consumable item, (iv) a medium storing the consumable item, (v)

4   a device attached to the consumable item, (vi) a device incorporated within the

5   consumable item, and (vii) a device located in proximity with the consumable item.

1   22. The method of claim 19, further comprising:

2   executing the executable consumption program.

1   23. The method of claim 19, further comprising:

2   consuming the consumable item in accordance with the executable consumption

3   program.

1   24. A method of facilitating consumption of a consumable item, comprising:

2   receiving a consumable item along with an executable consumption program;

3   executing the executable consumption program; and

4   in response to said execution, receiving a supplemental consumable item.

1   25. The method of claim 24, wherein at least one of the consumable item and the

2   supplemental consumable item comprises at least one of: (i) text information, (ii) audio

3   information, (iii) image information, (iv) executable information, and (v) entertainment

4   information.

1 26. The method of claim 24, wherein the consumable item comprises a first set of

2 information and the supplemental consumable item comprises a second set of information

3 associated with the first set.

1 27. The method of claim 24, wherein the supplemental consumable item

2 comprises supplemental information, and the executable consumption program enables

3 encrypted supplemental information to be retrieved via a communication network.

1 28. The method of claim 27, wherein the executable consumption program

2 further enables the encrypted supplemental information to be decrypted.

1 29. The method of claim 24, wherein the consumable item comprises a first type

2 of item and the supplemental consumable item comprises a second type of item.

1 30. The method of claim 29, wherein the consumable item comprises a storage

2 item and the supplemental consumable item comprises information to be stored via the

3 storage item.

1 31. A consumable item, comprising:

2 a consumable portion; and

3 an executable consumption program portion, the executable consumption program

4 portion comprising a medium storing an executable consumption program, the executable

5 consumption program being associated with the exchange of a supplemental consumable

6 item.